

ENVIRONMENTAL
PROTECTION
AGENCY

ORDER

1015.2A

December 27, 1978

GENERAL - AGENCY IDENTIFICATION

EPA SEAL AND AGENCY IDENTIFIER

1. **PURPOSE.** This Order updates requirements for use of the official EPA seal and provides directions for use of the Agency Identifier.

2. **DESCRIPTIONS.**

a. **Official Agency Seal.** The Official Agency Seal was established by Executive Order 11628, October 18, 1971, which describes it as follows:

A flower with a bloom which is symbolic of all the elements of the environment. The bloom is a sphere, the component parts of which represent the blue sky, green earth, and blue-green water. A white circle within the sphere denotes either the sun or the moon. All are symbolic of a clean environment and are superimposed on a disc with a white background, circled by the title "UNITED STATES ENVIRONMENTAL PROTECTION AGENCY" in blue letters.

The Official Seal is illustrated as follows:



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b. Agency Identifier. The Agency Identifier is discussed in the EPA Graphic Standards System Handbook, which was approved by the Administrator in August 1977 and given limited distribution to appropriate offices by the Office of Public Awareness. The Identifier is a two-leaved flower, without stem, and with the Agency initials immediately to the right -- all in one color (medium blue in most instances, and white within the flower); see below:



3. USES.

a. Official Agency Seal. Use of the Official Agency Seal will continue on all stationery and on flags, buildings, and project identification signs. Use of the Seal is optional on calling cards and official Agency reports, such as reports to Congress, foreign governments, and other Federal agencies.

b. Agency Identifier. The Agency will use the Agency Identifier on all brochures and other printed matter.

c. Prohibition Against Other Symbolization. This Agency will not use any visual identification forms other than those authorized in this Order. For example, neither the flower symbol of the Official Agency Seal nor that of the Agency Identifier will be used alone.

4. POLICY. It is the policy of the Environmental Protection Agency that, for visual communications, all organizational units use the guidelines and requirements in this Order and those in the EPA Graphic Standards System Handbook except those which conflict with this Order (identified in Figure 1 - Information for Handbook Recipients). For visual identification on stationery, organizational units will follow the requirements specified in this Order and in the EPA Administrative Manual, Chapter 18, "Requisitioning, Format, and Use of Agency Letterhead and Memorandum Stationery."

5. RESPONSIBILITIES.

a. Organizational Units. Organizations responsible for the organization, preparation, presentation, or appearance of printed communications

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or graphic materials must comply with provisions of this Order and appropriate requirements in the EPA Graphic Standards System Handbook.

b. Office of Public Awareness. The Director, Office of Public Awareness, is responsible for:

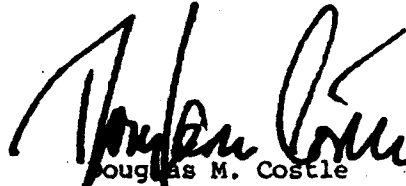
(1) The implementation and continuous management of the EPA Graphic Standards System, including supplements and revisions to the standards Handbook as required; and (2) The granting or denying of requests for exceptions to the policy promulgated in this Order.

6. REPRODUCTION AND USE OF OFFICIAL AGENCY SEAL, IDENTIFIER, OR SYMBOLS.

a. Seal and Identifier. This Order prohibits reproduction and/or use of the Official Agency Seal or the Agency Identifier for other than official purposes without prior written approval of the Administrator.

b. Agency Symbols. This Order prohibits reproduction and/or use of either the two-leaved or four-leaved flower symbol for commercial purposes. For example, use of the symbols in connection with the promotion or sale of non-Government produced goods or services is forbidden.

7. CANCELLATIONS. This Order cancels Chapter 4, "Stationery System," of the Graphic Standards System Handbook, August 1977; Handbook entries cited in Figure 1 of this Order; and Order 1015.2, "EPA Seal and Insignia," March 1, 1972.


Douglas M. Costle
Administrator

HANDBOOK ENTRIES CANCELLED BY ORDER 1015.2A, PARAGRAPH 3

Chapter	Page	Entry
1	5	"All prior versions of the <u>/flower/</u> symbol may not be used." The Agency Identifier "is the only authorized visual identifier of the Agency."
1	6	"The Agency Identifier in either one of the Agency colors <u>/EPA blue and EPA green/</u> should be used on all standard Agency material."
3	16	Reference to "stationery" in discussion of "Grids and Formats"
4	20-21	Entire chapter on "Stationery"

Figure 1 - Information for Handbook Recipients